

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows. Please add new claims 37-38.

1. (Currently Amended) A computer-readable programmable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform operations supporting a method of computing price discounts for an electronic commerce order, the operations comprising:

 categorizing applicable price discounts for an individual customer order;

 computing valid combinations of price discounts for said individual customer order;

 combining said valid combinations of price discounts into a price discount group;

 selecting an optimal price discount based on said price discount group; and

 outputting said optimal price discount,

 wherein said individual customer order comprises at least one order line item,

 wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,

 wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,

 wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased,

 wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof, and

wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

2-36. (Cancelled).

37. (New) A computer-readable programmable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform operations supporting a method of computing price discounts for an electronic commerce order, the operations comprising:

- categorizing applicable price discounts for an individual customer order;
- computing valid combinations of price discounts for said individual customer order;
- combining said valid combinations of price discounts into a price discount group;
- selecting an optimal price discount based on said price discount group;
- outputting said optimal price discount,

wherein said individual customer order comprises at least one order line item,

wherein said at least one order line item comprises one of a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,

wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,

wherein said applicable price discounts are based on one of a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased,

wherein said price discounts comprise one of a fixed percentage off price discount, a

fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof, and

wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

38. (New) A computer-readable programmable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform operations supporting a method of computing price discounts for an electronic commerce order, the operations comprising:

categorizing applicable price discounts for an individual customer order;
computing valid combinations of price discounts for said individual customer order;
combining said valid combinations of price discounts into a price discount group;
selecting an optimal price discount based on said price discount group; and
outputting said optimal price discount,
wherein said individual customer order comprises at least one order line item,
wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,
wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,
wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased,
wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar

amount off price discount, a free merchandise rebate price discount, and a combination discount thereof,

wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order, and

wherein a priority controller mechanism operates to prioritize a sequential order for evaluating said applicable price discounts.